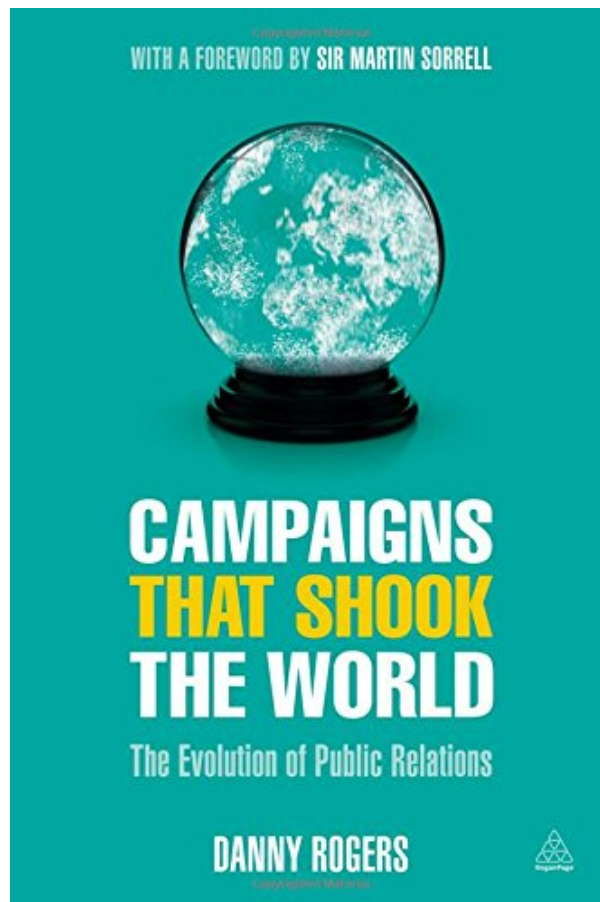


# **CAMPAIGNS THAT SHOOK THE WORLD: THE EVOLUTION OF PUBLIC RELATIONS BY DANNY ROGERS**



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WITH A FOREWORD BY SIR MARTIN SORRELL



# CAMPAIGNS THAT SHOOK THE WORLD

The Evolution of Public Relations

DANNY ROGERS



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## Review

PR and marketing professionals; advertising executives; brand and reputation managers; general readers interested in pop culture and the media; PR and media studies students

"Consumers as well as marketing professionals are likely to find Campaigns that Shook the World to be informative and engaging. It is, after all, great campaigns that have the ability to not just shake the world, but to change it." (Barry Silverstein Foreword Reviews)

"[A] top recommendation for any involved in marketing and PR. More than just a survey of public relations approaches and history, Campaigns that Shook the World considers and contrasts changing relationships between communicators, uses campaigns by major companies to illustrate their lasting political and social impact, and considers what makes the best campaigns superior to others. From contrasts between old and new approaches to reinventing popular icons such as the Rolling Stones, Campaigns that Shook the World covers a range of issues involved in the process and produces a powerful examination that no marketing student or business pro should be without." (Diane Donovan Donovan's Literary Services)

"This is an extremely well-crafted book which belongs on several bookshelves. It is an insightful read which will be enjoyed by anyone interested in culture, politics, journalism and modern history. It is also likely to be very useful to anyone working in any part of the communications industry." (The Bookbag)

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#### About the Author

Danny Rogers is Editor-in-Chief of PRWeek magazine and Group Editor-in-Chief for Haymarket's Brand Republic group (Campaign, Media Week, Marketing, and BrandRepublic.com). He writes a regular column on politics and business for the Independent.

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Over the past four decades, a series of groundbreaking PR campaigns have helped shape popular culture and influence public opinion. With a foreword from WPP CEO Martin Sorrell, *Campaigns that Shook the World* provides the inside story on nine of these pivotal campaigns, and explores what made them successful. It examines their strategy and tactics, the imagery and icons they created, and the powerful personalities behind them. Each chapter is built around extended case studies (Dove's Campaign for Real Beauty, London 2012 Olympic Games), and provides an accessible account of modern PR and its interaction with cultural icons, such as the Royal Family, Margaret Thatcher, David Beckham, the Rolling Stones, and newsworthy events, including Barack Obama's 2008 Presidential campaign.

Casting an eye over a selection of thrilling developments in music, sports, politics, media, and public life, author Danny Rogers grapples with PR's uneasy place at the nexus of politics and celebrity, holding the best campaigns up to scrutiny and showcasing just how powerful PR can be as an instrument of change, for both good and bad.

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#### Most helpful customer reviews

0 of 0 people found the following review helpful.

Short, specialist but enjoyable

By Autamme\_dot\_com

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Naturally, a book of this kind can only give a superficial overview, yet it manages to provide an excellent, engaging summary of what happened, how it happened and perhaps more importantly highlights some of the key takeaway points and skills that can be deployed in other situations. The only real criticism is that it ended too soon and there were too few campaigns under the author's magnifying glass. One can hope that a volume two, volume three and so on are under consideration, since the concept appears to work very well and it could be extended to become a broader franchise, taking in successful campaigns from other countries.

So what campaigns did the author focus on? Margaret Thatcher's first election, the Tony Blair New Labour years, a fourteen year "repositioning" of the Monarchy, reinventing the Rolling Stones, establishing David Beckham the brand after football, the 2012 Olympic Games, Bono's Product (RED), Barack Obama's Presidential dream and a ten year campaign for Dove and "real beauty". An interesting mix for sure.

There's not a lot more to say. The book is as giving as you let it be. It is not going to necessarily be a "big bang" change-your-life thing, but neither does it promise that. It is much more subtle. It is clearly aimed at those with communications-based professional responsibilities, yet even the curious generalist will get a fair bit out of it.

0 of 0 people found the following review helpful.

Came Up Short

By Andy in Washington

The description of the book caught my attention. I was very interested to read an analysis of how some of the

great advertising and public relations campaigns in history were managed. Unfortunately, the book came up a bit short.

==== The Good Stuff ====

\* There was a great mix of material. The public relations campaigns and genius of Barrack Obama, The Rolling Stones and The British Royal Family, among others, were excellent topics. Some, like the Stones and Royals needed to repair previous damage, while others like Obama needed to build and communicate a new image.

\* Some of the stories were much better than others. I especially enjoyed the summary of the Rolling Stones and how Mick Jagger actively managed both their public image and advertising contacts. I would have loved to have attended the meetings where Jagger convinced a high end fragrance company that they should give the Stones over a million dollars in sponsorships.

\* Occasionally, Danny Rogers managed to find the sort of detail which attracted me to the book. As a brief example, Bono created the (RED) campaign as a brand image for much of his charity work. But the true genius of the strategy was that other celebrities could get behind the (RED) brand because it was somewhat independent of specific products. Therefore, even though (RED) might have a sponsorship with a certain product, a celebrity who represented a competing product could still support the (RED) brand with no conflicts. Details such as this help me understand how the whole process works.

\* Rogers writes in a easy and quick-to-read tone, and the pages fly by. There is a minimum of jargon or industry language.

==== The Not-So-Good Stuff ====

\* Unfortunately, the book reminds me, more than anything, of advertising copy. Details are sparse, and there is a lot of hand waving and generalities. Almost all of the campaigns are described as being led by people who are effective, hard working and able to keep their focus. The Obama chapter was especially disappointing, because while most everyone knows he created a strong online presence, there were few details on how specifically this was accomplished. None of the material ever discussed unsuccessful campaigns or tactics.

\* Some of the material seemed designed to only appeal to advertising insiders, and perhaps not even them. As a specific example, there is a brief bio of every major player in the campaigns-which was just not something I found all that interesting or important.

==== Summary ====

I was really hoping for a more serious and detailed book on how great advertising campaigns worked. There is no question that some campaigns can literally “change the world”, but I would have loved to have read more on the nuts and bolts of these campaigns. Instead, there were more generalities and platitudes.

==== Disclaimer ====

I was able to read an advance copy of this book through the courtesy of the publisher and NetGalley.

0 of 0 people found the following review helpful.



Shaken - or Stirred?

By David Wineberg

Danny Rogers has picked nine stories to tell. They are of course all highly successful, mostly British, and feature the public relations people rather than the product. The stories are Margaret Thatcher, Tony Blair, the Royal Family, The Rolling Stones, David Beckham, London 2012, (RED), Barack Obama, and Dove (soap).

Of the nine, the most powerful and the most relevant to those seeking insight is the Barack Obama story. His was a true comprehensive, multimedia campaign, leveraging a website, mailing list, twitter, facebook, text messaging, and matching what people saw online with print and tv. A million people signed on, and an astounding 25% of them donated money just to get him going. It quickly took on “the look and feel of a movement.” By the end of the primary season, he had two million contributors. So much money came in that Obama became the first major candidate to decline public funding. Tactics like offering to reveal his vice presidential running mate over the internet got two million more to sign up. By the election, there were 13 million, and they answered his call to bring the same message door to door in their own neighborhoods. Ultimately, Obama raised \$780 million. That shook the world.

The odd and discomfiting thing about Campaigns That Shook The World is the wearying preponderance of names. It's not so much about action and innovation as it is the names: the ad agencies, the account executives, the client staff, the operatives, and the consultants. Endless names that mean so much to Rogers, mean very little to anyone looking for inspiration from his book. He tells us where they came from, sometimes how much they made, and where they went afterwards. The campaigns feel secondary. Each chapter starts with a full page photo – of the PR person. The client gets a tiny shot later.

To me, a campaign that shook the world would be Apple launching the ipod and then the iphone and then the ipad. That physically changed everything for billions. Or the World Economic Forum at Davos convincing us that corporate is better for us than government. David Beckham making millions – not so much.

And of course, Rogers does no service to PR's image by modestly calling the book Campaigns That Shook The World. It's that kind of British understatement that gives the industry its poor reputation. Too bad, because the case studies are worthwhile.

David Wineberg

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